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*OK for entry  
Mar 6/12/07*

MS AF  
REPLY UNDER 37 C.F.R. § 1.116  
EXPEDITED PROCEDURE  
EXAMINING GROUP

UNITED STATES DEPARTMENT OF COMMERCE  
PATENT AND TRADEMARK OFFICE  
PATENT EXAMINATION BRANCH

In Re the Application of: I. BENTOLILA et al.	)	
Serial No.: 10/043,714	)	Examiner: Nguyen BA, Hoang Vu A.
Filed: January 9, 2002	)	Group Art Unit: 2623
For: SYSTEM, METHOD, AND SOFTWARE APPLICATION FOR TARGETED ADVERTISING VIA BEHAVIORAL MODEL CLUSTERING, AND PREFERENCE PROGRAMMING BASED ON BEHAVIORAL MODEL CLUSTER	)	Response to Final Office Action dated January 26, 2007

**RESPONSE TO THE FINAL OFFICE ACTION DATED JANUARY 26, 2007**

MS AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria VA 22313-1450

Dear Sir:

Applicant hereby responds to the final Office Action of January 26, 2007, in the above-referenced patent application. Reexamination, reconsideration and allowance of the rejected claims are respectfully requested in view of the following remarks. No new matter has been added. Please note the attached petition for a one-month extension of time, and charge any deficit or credit any surplus to our Deposit Account No. 01-1960. A duplicate copy of this page is enclosed for this purpose.

**Listing of Claims** are provided, without amendment, for the convenience of the Examiner beginning on page 2 of this paper.

**Remarks** begin on page 9 of this paper.